

GUNS & GOLD

PARTNERSHIP PROGRAM | 2018

FIRST NATIONAL
BULLION
RAISING THE BAR

ON PARTNERSHIP

"I firmly believe that success lies in the combination of both talent and business savvy, and that the magic comes through partnership between both."

Delphine Arnault
Executive Vice President
Louis Vuitton

CONTENTS

3	CUSTOMERS WITH SIMILAR VALUES
4	WHY PARTNER WITH OUR FIRM
5	WHAT'S IN IT FOR YOU
6	ABOUT FIRST NATIONAL BULLION
8	WHAT WE LOOK FOR IN A PARTNER
9	GET STARTED TODAY

GUNS, GOD & GOLD

Over ten years ago, First National Bullion came to realize that precious metals investors and collectors share very similar values with buyers and collectors firearms and their accessories. In our industry, we noticed a recurring theme, the 3G's - referring to their propensity to purchase guns, follow God's word, and invest in gold.

With multiple retail storefronts in San Diego county, it is no coincidence that our busiest store is located right next to a gun shop and it has proven to be a mutually beneficial relationship.

Partnering with Crossroads of the West Gun Show has also been a major source of new business selling millions of dollars of precious metals to gun show attendees over the last decade.

Today, we would be looking to build strategic partnerships with firearm dealers and aftermarket manufacturers alike to help both of our businesses grow and thrive for years to come.

In short, you provide the guns, we provide the gold.

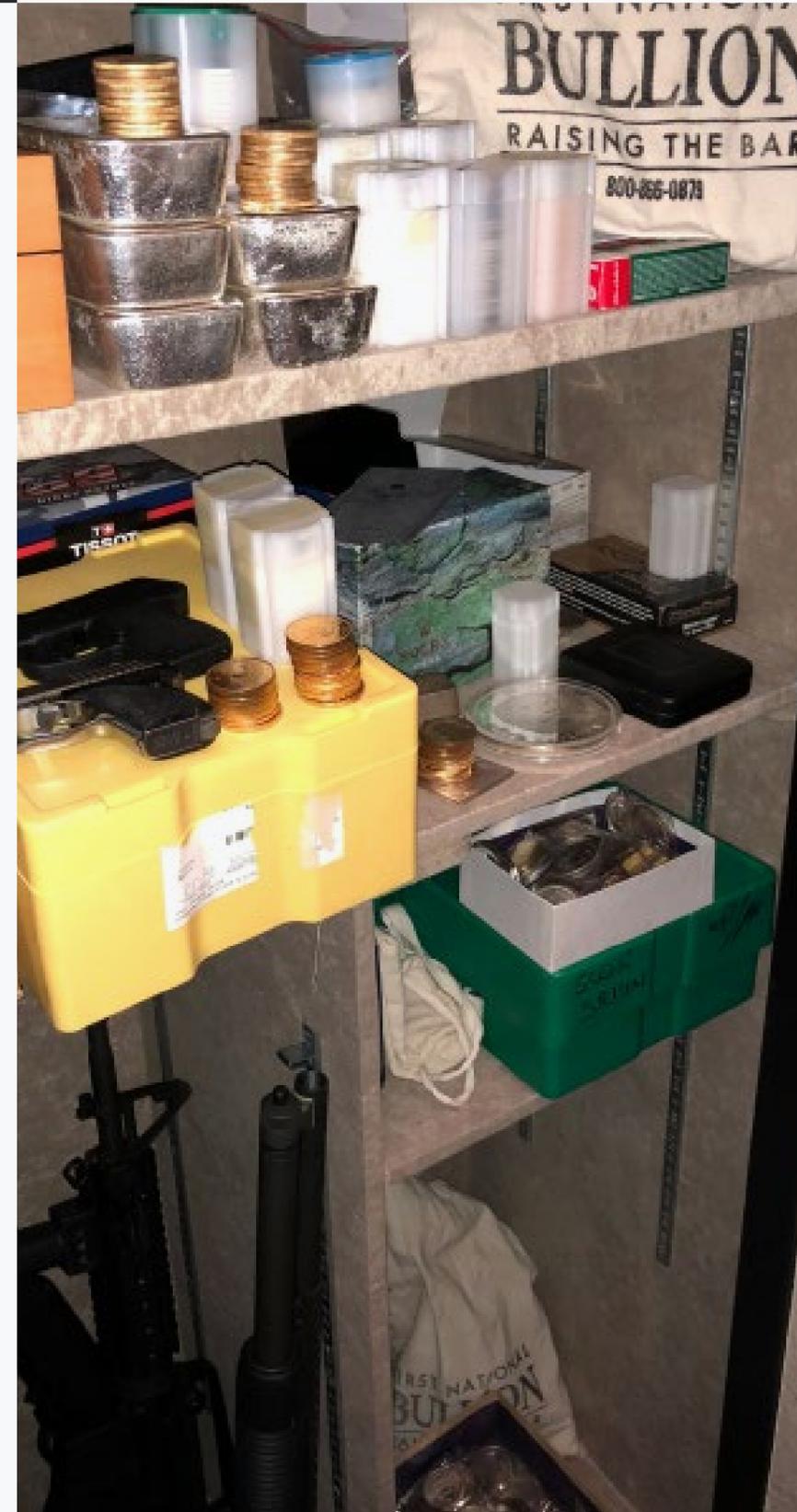
PARTNERING WITH OUR FIRM

As a nationwide precious metals investment firm, we have had great success over the last decade marketing to gun owners as they tend to have the same values and outlook on the economy as precious metals investors. It isn't by chance that one of our retail locations is located next door to one of San Diego's largest gun shops...and it has proven to be a mutually beneficial relationship.

Today, we would like to grow our influence and help you bring new customers into your store and to your website by becoming your Guns & Gold Partner. Both the firearms business and precious metals business have many intricacies and require a certain degree of knowledge regarding product, logistics and regulatory compliance. We want to offer our knowledge and expertise to customers that are looking for our products in your area, by offering our clients that ability to pick up precious metals purchased from us at your storefront...what safer place to pick up precious metals than at a gun shop, right?

Here's how our Gold Partner program works:

A customer in your area Googles one of our search terms in your local area. Because you have partnered with us through our Guns & Gold Partner program as an authorized pickup partner, your storefront will show as a gold and silver bullion store! Now this doesn't require that you hold any inventory or learn a new business...we take care of everything.



SO WHAT'S IN IT FOR YOU?

- No start-up costs or risk to you. Our team of marketing professionals, web designers, and precious metals advisors make the process of signing up quick and easy.
- As one of our partners, when our client visits your retail location to pick up metals purchased from us, you will gain access to a new customer that may or may not have visited your store in the past. It's possible that this client will purchase a safe to store their gold, a gun to protect it, ammo or other accessories from you.
- For every one of our clients that picks up metal from your store, we will pay you \$20 for safely and securely delivering it to them. Additionally, we pay 10% commissions (on profit) for all business you refer to us.
- We provide you with First National Bullion marketing material to leave out on our counters to bring awareness to our partnership.
- Upon partnering with us, we will send out an email blast our clients and prospects that live within 50 miles of your location promoting our new partnership.
- We will list your business as a trusted partner on our website (providing a banklink to your site), that includes your address, phone, email and a company bio (to be provided by you).

ABOUT FIRST NATIONAL BULLION

RAISING THE BAR

FOUNDED BY WELL-KNOWN COMMODITY TRADER AND AUTHOR, JONATHAN CAVUOTO, FIRST NATIONAL BULLION HAS TRANSACTED IN HUNDREDS OF MILLIONS IN TRUSTED BUSINESS SINCE 2006.



Founded before the last major run-up in precious metals prices, First National Bullion has been a trusted source for precious metals and has become an industry leader with an exceptional reputation...always trying to put our customers needs before our own and truly raising the bar.

With two brick and mortar retail locations in San Diego and Del Mar, California and with a dedicated team of precious metals experts on both coasts (all of which have no less than 10 years experience in the industry), First National Bullion believes that we are well positioned to help our clients achieve their financial goals.

Today, many investors are rightfully concerned about their portfolios. At any given time, a geopolitical or economic event could occur that can send the financial world and our sense of security reeling. While these events are typically negative, they tend to be the very catalysts that drive the price of gold and silver upward - often quickly and violently. Much like investments in securities and real estate are designed to protect against inflation, investments in the precious metals sector are designed to protect your portfolio and net worth during time of panic and uncertainty.

By themselves, precious metals are volatile, but you can and should feel an increased degree of comfort and peace of mind if you have the proper percentage of your portfolio allocated to position in metals.

If you have any questions about our Guns & Gold Partnership Program, please feel free to reach out to one of our experienced Account Executives anytime between 6 a.m PST and 5 p.m. PST.

HOW WE ASSIST OUR CLIENTS

FIRST NATIONAL BULLION OFFERS OUR CLIENTS A VARIETY OF WAYS TO PROTECT & GROW THEIR WEALTH WITH THE SAFETY OF PHYSICAL GOLD, SILVER, PLATINUM & PALLADIUM



PHYSICAL DELIVERY

Most precious metals investors and “preppers” prefer to physically hold onto the precious metals they purchase. When a client purchases from us, we ship out the clients metal within 48 hours via USPS Registered Insured Mail, or UPS insured with a signature required.

PRECIOUS METAL IRA's

Our team of experienced Precious Metal IRA Advisors helps our clients protect their hard-earned retirement accounts by transferring or rolling-over their existing IRA, SEP, TSP, 401k or 403b's into gold, silver, platinum or palladium IRA's.

STORAGE ACCOUNTS

A Brinks secure storage account offer our clients the most liquid way to own physical precious metals, giving them the ability to buy, sell or trade with just a phone call. Additionally, if any of our clients run into a “cash crunch” they have the ability to borrow capital against the precious metals they own.

WHAT WE LOOK FOR

IN OUR PARTNERS

ON OUR STANDARDS

"It's not called being picky, it's called compromising your standards."

John Cavuoto
President
First National Bullion

With thousands of firearms dealers and aftermarket manufacturers across the country we prefer to team up with businesses that share our core values and beliefs to ensure that we have a long-lasting, mutually beneficial relationship.



HONEST & REPUTABLE

We only partner with firms that have a outstanding rating with the BBB. Should your company have any complaints, we require a satisfactory reply to the complaint.



5+ YEARS IN BUSINESS

We prefer to work with business that have proven longevity, as a certain degree of trust is necessary in order for this partnership to exist.



FAMILY OWNED BUSINESS

As a family owned business, we only partner with firms that have less than 20 employees, not big box retailers.

PARTNERSHIP BENEFITS

Benefit to Partnering	Included	Conditions Apply
Zero Startup Cost	•	
Your Paid \$20 For Every Pickup at Your Storefront or 10% commission on revenue earned from your referral.	•	
Email Blast to Our Extensive Database Promoting Your Business	•	
Backlink to Your Website - Company Name, Address, Phone, Email, and Bio Shown as a Trusted Delivery Partner		•
Google Pin Drop Showing Your Company as a First National Bullion Partner - Thereby Making Your Company Searchable as a Coin Dealer	•	
Access to New Business That Wouldn't Typically Frequent Your Storefront - Giving You The Ability To Offer Your Products & Services	•	

**For questions or to get started, call (800) 745-7979
or visit us online at www.firstingold.com**

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